A STUDY ON BUYING BEHAVIOUR OF CUSTOMERS TOWARDS VARIOUS MOBILE BRANDS OF AKSHAY AGENCIES IN VANIYAMBADI

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Abstract— *The present study aims to analyze the customer buying behavior of various mobile brands of Akshay Agencies. In order to accomplish the objectives of the study, a structured questionnaire was prepared using 5-point Likert scale that was administered to 200 customers for obtaining primary data from Akshay Agencies, Vaniyambadi by using simple random sampling technique. Both primary and secondary data were used. The researcher found from the demographic features of the mobile phone customers that 67 percent of the respondents are male, 33 percent are females, 36 percent of the respondents are from the age group of 21-30 years. 57 percent are married, 31 percent of the respondents' occupation is professionals, 14 percent of the respondents are earning monthly income between Rs.5001-Rs.10000. 19 percent of the respondents prefer Samsung brand. From the factor analysis, it is concluded that product features, operating facilities, quality, price and goodwill of the product have the influence on customer's buying behavior decisions.*

Keywords— *Mobile brands, Buying behavior, Decision making, Innovation, Communication*

INTRODUCTION

Consumer preferences is used primarily to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the products. The development of mobile phones and technologies have been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. Competitors in the present market may launch an innovation product which may result in the loss of existing market share by old brand and making it essential for repositioning in the other market segment (Ramesh kumar 2000). The behaviour that consumers display in search for purchasing, using and evaluating products, services and ideas which they expect will satisfy their needs (Terrel Williams 1982).

REVIEW OF LITERATURE

Malasi (2012) examined the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes has an influence on the undergraduate students' preferences on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone. Pakola et al. (2010) attempted to investigate consumer purchasing motives in cellular phone markets. The results indicated that while price and properties were the most influential factors affecting the purchase of a new mobile phone, price, audibility and friends' operator were regarded as most important in the choice of the mobile phone operator. Blackwell, Miniard, and Engel, (2006) Consumer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside the individual that affect individual consumer's decision making process. These factors include culture, social class, reference group, family and household. Karjaluoto et al. (2005), price, brand, interface, and properties tend to have the most influential factors affecting the actual choice amongst mobile phone brands. Dorsch, Grove and Darden (2002) in their research on customer choice of mobile phone found that the perspective of marketing consumer's purchase process can be classified into a five-step problem solving process such as: need recognition, information search, given alternative evaluation, purchase activity and post purchase evaluation. Swait and Adamowicz (2001) found that a lot of decision

behavior exercised by purchasers can be different from one individual to another because customers may use different approaches to make their choices only using mathematical modeling.

OBJECTIVES OF THE STUDY

- To study buying behavior of customers towards various mobile brands in Akshay Agencies, Vaniyambadi.

- To find the demographic features of the mobile phone consumers.

- To find out the factors which influence the consumers to buy mobile phones.

SCOPE OF THE STUDY

- This study helps to know the buying behavior of the consumer while choosing Mobile Phones.

- This study helps to know the factors which influence the consumer to purchase Mobile Phones.

- The present study is conducted in Akshay Agencies at Vaniyambadi town and it is concluded to consider different mobile phones' namely Lava, Lenovo, Motorola, Nokia, Sony Ericsson, Samsung, HTC and Micromax.

LIMITATIONS OF THE STUDY

The researcher had the following limitations while conducting the study.

- The sample size was restricted to 200 only.

- The data collected for the study are restricted only to customers of Akshay Agencies, Vaniyambadi.

- This study was based on primary and secondary data that has its own limitations.

- The opinion of the respondents may be biased.

RESEARCH METHODOLOGY

The study was conducted to analyse the customer buying behavior in various mobile brand. Therefore, the study is descriptive in nature. The researcher has used both primary and secondary sources of data. A structured questionnaire with five point Likert scale was used to collect the opinions of respondents. The study population chosen for study includes the customers of Akshay Agencies, Vaniyambadi. The researcher has used convenience sampling and the optimum sample size was 200. For data analysis, the researcher has used the SPSS tools such as factor analysis and descriptive analysis.

DATA ANALYSIS AND INTERPRETATION

Socio-economic Profile of the Respondents

Table 1 Socio-economic Profile of the Respondents

Sl.No.	Profile	Category	Frequency	Percentage
1	Gender	Male Female	134 66	67 33
2	Age	Less than 20 years 21 – 30 years 31 – 40 years 41 and Above	83 72 42 3	42 36 21 2
3.	Marital Status	Married Unmarried	114 86	57 43
4.	Occupation	Student Business Professional Service Home maker	44 41 61 18 36	22 20 31 9 18
5.	Monthly Income	Dependent Below Rs.5000 Rs.5001-10000 Rs.10001-20000 Rs.20001-30000 Rs.30001 & Above	70 49 28 25 25 3	35 25 14 13 13 2

6.	Brand Preference	Samsung	37	19
		Micromax	34	17
		Nokia	41	20
		Lava	17	8
		Lenovo	14	7
		Motorola	20	10
		HTC	14	7
		Sony Ericsson	23	12
7.	Reasons for owing a Mobile Brand	Necessity	116	58
		Status	51	25
		Luxury	33	17
8.	Factors that Contribute to buy Mobile	Advertisement	85	43
		Price	21	10
		Applications	31	15
		Appearance	22	11
		Brand Image	14	7
		Recommended by Friends	27	14

Source: Primary Data

Table 1 shows that 67 percent of the respondents are male, 33 percent are female, 36 percent of the respondents are from the age group 21-30 years. 57 percent are married, 31 percent of the respondents are professionals, 14 percent of the respondents are earning monthly income between Rs.5001-Rs.10000. 20 percent of the respondents are preferring Nokia brand, 19 percent of the respondents are preferring Samsung. 58 percent of the respondents told the reasons for necessity of owing a mobile phone, 25 percent are owing mobile phone for their status. 43 percent of the respondents are influenced to buy mobile phones through advertisement 15 percent of the respondents are influenced to applications 14 percent of respondents are influenced by recommendation of their friends.

Factor Analysis

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.850
Bartlett's Test of Sphericity	Chi-Square	2.316E3
	df	435
	Sig.	0.000

Source: Primary Data

The Kaiser-Mayer-Olkin test is based on the correlation and partial correlation of the variables. The value of test statistic is 0.850, which means the factor analysis for the identified variables is found to be appropriate to the data. The Bartlett's test of sphericity is used to test whether the correlation matrix is an identity matrix ie., all the diagonal terms in the matrix are one and the off-diagonal terms in the matrix are zero. In short, correlation between all the variable is zero. Here the significant value is 0.000 which indicates that there exits significant relationship among the variables. The measure of KMO test and value of Bartlett's test indicate that the present data is useful for factor analysis. The next step in the process is to decide about the number of factors to be derived. The rule of thumb is applied to choose the number of factors for which "Eigen values" with greater than unity is taken by using principal component analysis (PCA) method. The component matrix so formed is further rotated orthogonally using varimax rotation algorithm.

Table 3 Factors and Total Variance

Compo nent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumula tive %	Total	% of Variance	Cumula tive %	Total	% of Variance	Cumula tive %
1	8.063	26.876	26.876	8.063	26.876	26.876	6.341	21.137	21.137
2	2.019	6.732	33.607	2.019	6.732	33.607	3.225	10.749	31.887
3	1.657	5.523	39.130	1.657	5.523	39.130	2.011	6.705	38.591
4	1.491	4.968	44.098	1.491	4.968	44.098	1.632	5.439	44.030
5	1.465	4.883	48.981	1.465	4.883	48.981	1.485	4.951	48.981

Extraction method: Principal component analysis

Applying SPSS, the principal component analysis (PCA) was carried out to explore the underlying factors associated with 26 items. The total variance accounted for, by all the five factors with Eigen value greater than one is 48.981 per cent and remaining variance is explained by other variables. Among the five factors, the first factor which accounts for around 21 per cent of variance is the prima criteria considered to study the customer buying behavior in various Mobile brands.

Table 4 Grouping of Factors

Factor No.	Name of the Factor	Statement comes under Each Factor	Factor Loading
F1	Product Features	Operating system	0.833
		3G	0.814
		Dual SIM card	0.811
		Security options	0.755
		User friendly	0.740
		Overall quality	0.737
		Games	0.666
		GPS/GPRS	0.621
		Key pad	0.610
		Extendable memory	0.580
		Others please specify	0.547
F2	Operating Facilities	Dictionary and spell check	0.654
		Document editor	0.652
		High definition camera	0.593
		Utility	0.579
		Bluetooth	0.494
		Good battery life	0.474
F3	Quality	Volume of speaker	0.788
		Physical appearance	0.567
		Reference	0.542
F4	Pricing	Purchase experience	0.552
		Value for price	0.514
		Instalation or first use experience	0.424
F5	Goodwill	Wi-Fi	0.681
		Value	0.615
		Brand name	0.406

The above table 4 shows that factor one the product features is the most important factor. It can explain 26.87 percent of total variance influencing purchase decision. Operating facilities is the second factor which explains 6.73 percent of total variance. Quality is the third most important factor. It can explain 5.52 percent of total variance. Pricing is the fourth factor which explains 4.96 percent of total variance. The fifth factor i.e., Goodwill explains 4.88 percent of total variance. It shows that customers also make their purchasing decisions based on brand name and value of the product.

CONCLUSIONS

The researcher found from the demographic features of the Mobile Phone consumers that 67 percent of the respondents are male, 33 percent are females, 36 percent of the respondents are from the age group of 21-30 years. 57 percent are married, 31 percent of the respondent's occupation is professional's 14 percent of the respondents are earning monthly income between Rs.5000-Rs.10000. 19 percent of the respondents are preferring Nokia brand, 19 percent of the respondents are preferring Samsung. 58 percent of the respondents told the reasons for necessity of owing a mobile phone. The result of this study shows that product features, operating facilities, quality, price and goodwill of the product have influence on customer's buying behavior decisions. It is suggested that the customers buying various mobile phones based on his/her wants and they are always influenced by his/her purchasing activities by some product attributes which help them to prefer a particular brand or a particular store in preferred to others. Customer mostly preferred Nokia mobile phones, due to technological up gradation by Samsung are taking market share away from Nokia.

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